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Continental Expands ATE Disc Brake Pad Line to Cover for Over 95% of European Vehicles

• 293-part numbers now available to service over 104 million VIO

• Formulated to strict OE friction specifications

• Tested to meet or exceed manufacturers’ quality standards.

Allentown, PA October 14, 2021 - Continental, one of the world's leading brake system manufacturers and suppliers, has dramatically expanded its ATE Disc Brake Pad line to cover over 95% of European vehicles. The expansion brings the current line count to 293-part numbers that can deliver applications for servicing over 104 million vehicles on the road in the U.S. and Canada. Key applications for both semi-metallic and ceramic formulations include popular models from Alfa Romeo, Audi, BMW, Jaguar, Land Rover, Mercedes-Benz, MINI, Porsche, Range Rover, Renault, Saab, smart, Volkswagen, and Volvo.

ATE Disc Brake Pads are formulated to strict OE friction specifications and built and tested to meet or exceed OE manufacturers’ quality standards. ATE engineers utilize over 150 different friction formulations to ensure that the pads deliver the ideal braking solution for specific vehicle applications and provide full braking power instantly without fade, squeal, or judder. ATE Brake Pads are engineered for low heat transmission to prevent pedal failure and are equipped with underlayers and noise damping sheets to minimize noise and provide a smooth operation.

“ATE aftermarket brake pads have set the standard for friction in Europe and around the globe. We subject our pads to over 50 rigorous tests to make certain that they not only meet OE manufacturers requirements, but also exceed our own even more stringent safety and performance criteria,” noted Nathan Killeen, Product Manager, ATE Brake Systems.

ATE ([www.ate-na.com](http://www.ate-na.com)) is an aftermarket brand of Continental, one of the world's leading brake system manufacturers and suppliers. From the introduction of the first hydraulic brake system in 1926, to the development of the first antilock braking system prototype in 1967, the ATE brand has a rich history of innovation and experience in the design and production of advanced brake system technologies.

Continental is a leading aftermarket supplier of OE-engineered parts for HVAC and engine cooling, door systems, tire pressure monitoring systems, engine management, fuel systems and instrumentation, as well as automotive diagnostic systems, premium wiper blades, and brake system parts and fluid.

For more information: [www.ate-na.com](http://www.ate-na.com/) or contact: [salessupport-us@ate-na.com](mailto:salessupport-us@ate-na.com)

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent, and affordable solutions for vehicles, machines, traffic, and transportation. In 2020, Continental generated sales of €37.7 billion and currently employs around 193,000 people in 58 countries and markets. In 2021, the company celebrates its 150th anniversary.

Drawing on more than 120 years of cooperation with vehicle manufacturers, Continental offers a broad range of spare parts in OEM quality for the aftermarket. Under brands like Continental, ATE, VDO, REDI-Sensor, ClearContact, OEM DP, Autodiagnos, Uniroyal, Semperit, and GALFER, the technology company manufactures tens of thousands of products, including tires, brakes, drive components and thermal management components. It also provides diagnostic solutions, tools and services for repair shops. Continental is one of the most important suppliers in the independent automotive aftermarket.

*Image file: Continental-ATE-Brake-Pads-21.jpg*

*Caption: ­­­­­­­­­­­­­­­Continental’s ATE Disc Brake Pad Line expansion delivers exceptional coverage for over 95% of European vehicles.*

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